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3-25-02  
PC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

KOPLAR, Edward J.  
CIARDULLO, Daniel A.

Attorney Docket No. 55121-88011

Serial No.: 09/489,373

Group Art Unit: 2711

Filed: 21 January 2000

Examiner: Christopher Grant

For: INTERACTIVE OPTICAL CARDS AND OTHER HAND-HELD DEVICES WITH  
INCREASED CONNECTIVITY

PRELIMINARY AMENDMENT

**RECEIVED**

Commissioner for Patents  
Washington, D.C. 20231

MAR 21 2002

Technology Center 2600

Sir:

Prior to examination of the subject application, please amend the claims of the subject as follows:

IN THE CLAIMS:

Please cancel claims 1-70 without prejudice and replace therefore the following new

Sub b  
A1  
cont  
claims:

71. A hand-held device for receiving promotional opportunities from a display device and a radio signal source, the hand-held device comprising:

a photodetector disposed on the hand-held device for receiving the promotional opportunities directly from the display device;

a radio frequency (RF) receiver disposed on the hand-held device for receiving the promotional opportunities transmitted from the radio signal source;